



DEPARTMENT OF THE AIR FORCE
HEADQUARTERS 375TH AIR MOBILITY WING (AMC)

12 NOV 2010

MEMORANDUM FOR 375 AMW DIRECTOR OF STAFF
375 AMW GROUP AND SQUADRON COMMANDERS
ALL TENANT UNITS

FROM: 375 AMW/CC

SUBJECT: Policy Letter for Visual Information Products and Services

1. Attached is a list of products/services offered by the 375th Air Mobility Wing Public Affairs Office. Products and services are provided for official purposes only, as outlined in AFI 35-109, *Visual Information*. Deviations from this policy for special needs/purposes require a justification letter signed by the unit commander and approval by the installation commander. Requesting units may be required to supplement supply costs for services beyond those specified in this memorandum.

2. The following priority system is used when determining availability of services provided:

Priority I: Emergency incidents requiring immediate response

Priority II: Mission-essential or urgent conditions requiring 1 or 2 days response time

Priority III: Normal day-to-day mission requirements--5 working days response

Priority IV: Necessary, routine requirements--accomplished on a space-available basis

3. If you have any questions, please contact the Base Public Affairs Manager at 256-5667.

A handwritten signature in black ink, reading "Michael J. Hornitschek", is positioned above the printed name.

MICHAEL J. HORNITSCHKEK, Colonel, USAF
Commander

Attachment:
Visual Information List of Products & Services

GRAPHICS			
Product/Services	Quantity/Size Authorized	Turnaround Time	Remarks
Poster, Photo Montage & Storyboard Design	1 master print per design and electronic file	Product dependent	(Notes 1, 2, and 3)
Printing/Mounting	Maximum size 28" x 34"	5 - 10 duty days	(Note 2 and 4)
Certificate Template Design	1 master print per design and electronic file	5 - 10 duty days	Master certificate delivered in PowerPoint or Word format. Certificates printed on laser printer cannot be overprinted. (Note 3 and 5)
Informational Display Art Design	Determined by requirements	Product dependent	Design/consult for permanent display; Printing customer funded (Note 3)
Book Cover/Media Cover Design	1 master print per design and electronic file	5 - 10 duty days	Printing customer funded (Notes 1 & 3)
Desktop Publishing Brochure/Booklet Design	1 master print per design and electronic file	Product dependent	Printing customer funded (Notes 1 & 3)
Briefing Slide Template Design	1 master CD/DVD	Product dependent	(Note 3)
Organizational/Special Event Logo Design	2 master prints per design and electronic file	Product dependent	Organizational logos require coordination with AMC History Office. (Note 3)
Annual Recognition Display Boards	Maximum size 28" x 34"	5 - 10 duty days	Photo prints are provided for quarterly winners for display by the organization

Note 1 - Printing services available at Defense Automated Printing Service (DAPS)

Note 2 - Maximum mounting sizes: 28" x 34" – as resources permit or customer funded

Note 3 - Customers must attend pre-production meeting

Note 4 - A requirement for more than 1 copy of a large format poster requires coordination with BMM

Note 5 - Over printing text on certificates is a self-help function (e.g. adding names to retirement certificates)

PHOTO			
Product/Services	Quantity/Size Authorized	Turnaround Time	Remarks
Alert Photography/ Emergency Response/Wing Safety	As required	6 hrs - 1 day	As directed by SFS, OSI, Fire Dept, Safety Office, Command Post, or Base Commander. Not for routine photographic support
Studio Portrait (Squadron, Group, Wing and MAJCOM Annual and Quarterly Awards, Special Duty, Chain of Command, DOD Official Photos, Department of the Army, etc.)	As required (Official squadron award programs will only receive electronic copies)	5-7 duty days	By Appointment Only 256-5108 Initial Chain of Command Distribution: Wing CC - 100 Group CC – 50 Squadron CC - 25

Environmental Portraits MAJCOM and Wing level Awards/Recognition programs	As required	5 – 7 Days	By Appointment Only 256-5108
Official Passport Photos (when requirement is for more than four prints, electronic file required or size other than 2” x 2”)	As required	Same day	By Appointment Only 256-5108 (Note 6)
Technical Documentation	1 master	5 – 7 duty days	Documentation of events for Operations, Training and Evaluation
Promotion Ceremony (06/GS-15 and above)	1 - 8” X 10” photo layout provided in electronic format	5-7 duty days	Self-help cameras available for all others. Self-help customers must provide storage media, processing, and printing. (Note 7)
Official Change of Command Ceremony	Photos and layout provided in electronic format	5-7 duty days	(Note 7)
DV Visit Support	As required	Product dependent	As determined by Base Commander or Protocol Office.
Public Affairs Support	As required	Product dependent	As determined by Base Commander or MAJCOM Public Affairs Officer.
Base Historian Support	As required	Product dependent	As determined by Base Commander or MAJCOM History Office.
Retirement Ceremony Self-help (Exception: MAJCOM and Wing Commanders and Command Chiefs)			Self-help cameras available for check out. Self-help customers are responsible for providing storage media, processing, and printing.
Formal Award Ceremony (MAJCOM/CC and Wing/CC Levels)	Photos provided in electronic format	5-7 duty days	Self-help cameras available for all others. Self-help customers must provide storage media, processing, and printing. (Note 7)
Commander’s Call (MAJCOM/CC and Wing/CC levels for Bronze Star Medal Presentations and above)	Photos provided in electronic format	5-7 duty days	Self-help cameras available for all others. Self-help customers must provide storage media, processing, and printing. (Note 7)
Group Photo (Squadron and above only)	1 - 8” x 10” photo print, Photos provided in electronic format	5-7 duty days	Once per year for historical purposes, requires Wing Commander or Wing Historian approval. Additional prints must be procured at customer expense through commercial means. (Note 7)
Chief, SNCO, NCO Induction Recognition	Photos provided in electronic format	5-7 duty days	Prints must be procured at customer expense through commercial means (Note 7)

PME Graduation Ceremony	Photos provided in electronic format	5-7 duty days	Prints must be procured at customer expense through commercial means (Note 7)
CCAF Graduation	Photos provided in electronic format	5-7 duty days	Prints must be procured at customer expense through commercial means (Note 7)

Note 6 – The MPF Passport and Visa Office support requests for passport photos requiring four or less prints.
Note 7 – When authorized service cannot be provided because of insufficient staffing a self-help camera is provided. Electronic files of the event may be submitted to the Multimedia Center for creation of authorized product.

VIDEO			
Product/Services	Deliverables	Turnaround Time	Remarks
Alert Videography	1 master	1 day	As directed by SFS, OSI, Fire Dept, Safety Office, Command Post, or Base Commander. Not to be used for routine video support.
Retirement Ceremony (honoring MAJCOM, Unified Command, Numbered Air Force, Wing Commanders and important historical figures)	1 master	14 duty days	Official ceremonies only, not farewell events. (Note 8)
Promotion Ceremony (Self-Help only)	N/A	N/A	Video cameras are available for self-help check out.
Change of Command Ceremony (MAJCOM, Unified Command, Numbered Air Force and Wing Commanders)	1 master	14 duty days	(Note 8)
Educational/Training Production	1 master	120 duty days	(Note 8)
News Event Documentation	1 master	2 duty days	(Note 8)
Historical Documentation	1 master	14 duty days	As determined by Base Commander or MAJCOM/Base Historian. (Note 8)
Contingency/Exercise Documentation	1 copy for each official requirement	As required	Documentation of combat and combat-related events
Emergency Studio Production	1 master	1 day	Dissemination of information in emergency situation (Note 8)
Commander's Call (Self-help only)	N/A	N/A	Video cameras are available for self-help check out.
Technical Documentation	1 master	Product Dependent	Documentation of events for Operations and Evaluation (Note 8)
Compressed Video on digital Media	Compressed video on digital media	Product Dependent	Customer must obtain all required copyright releases

Note 8 - Customers must attend pre-production meeting. Customers must finalize script with OPR prior to start of production.

MULTIMEDIA SELF HELP AND EQUIPMENT CHECKOUT

Use of self-help equipment is for official government business.

Self Help Equipment	Description	Remarks
Digital Video Camera with tripod and Audio	Requires digital video tape as the recording medium	Customers responsible for providing all recordable media
Digital Still Camera	Requires digital medium	Customers responsible for providing CD/DVD for photo's
Video Workstation	Basic editing, duplication, and dubbing	Customers must provide media for output of product
Still Workstation	Basic graphic and photo creation and editing	Customers must provide media for output of product
Duplication Services VHS, DVD, Mini-DV		Customer provides media for quantity requested
Scanner	Maximum scan size 8" x 10"	Customers must provide media for output of product
Presentation Checks	Reusable, laminated, dry erase, large checks	
Velcro Display Boards	30" X 48"	Used to display promotion announcements, conference activities, welcome messages, etc.
Velcro Display Pieces	Rank insignia, shields, headers, mattes, etc.	Used to display promotion announcements
Self Help Service	Description	Remarks
Certificate Overprinting	Retirement Certificate, Presidential Certificate, Award Certificate	Customer provides certificates